



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Cross Roads Media
66 Canal Center Plaza,
Suite 555
Alexandria, VA 22314

Contract # 198995

Schedule Dates

10/30/12-11/05/12

Advertiser

Crossroads GPS (14764)

Agency/T-Code

Cross Roads Media (1246)/ELECTRONIC

Product

Political-Political (1088)

Brand

EST 1248 10/30-11/5 (72768)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

/

Phone/Fax

/

CPE

EST 1248 10/30-11/5

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

EST 1248 10/30-11/5

Date Entered 10/18/12

Last Modified 10/18/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$40,140.00

Net Total \$227,460.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Nov. 2012 110 \$267,600.00

Grand Total: 110 \$267,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A			1	1	1	1			4	\$700.00	\$2,800.00	WJLA Arlington (WJLA)		10/18/12
2.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A	1								1	\$700.00	\$700.00	WJLA Arlington (WJLA)		10/18/12
3.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A			1	1	1	1			4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/18/12
4.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1								1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/18/12
5.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA			2	2	2	2			8	\$1,800.00	\$14,400.00	WJLA Arlington (WJLA)		10/18/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	2								2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/18/12
7.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A			1	1	1	1			4	\$400.00	\$1,600.00	WJLA Arlington (WJLA)		10/18/12

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Grand Total:	110	\$267,600.00	

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8.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	1	1							1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/18/12
9.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								2	2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/18/12
10.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	9A- LIVE!			2	2	2	2			8	\$1,400.00	\$11,200.00	WJLA Arlington (WJLA)		10/18/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	9A- LIVE!		2							2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		10/18/12
12.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	10A- RACHAEL RAY			1	1	1	1			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		10/18/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10A- RACHAEL RAY		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/18/12
14.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	10:58A- ABC--THE VIEW			1						1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/18/12
15.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	10:58A- ABC--THE VIEW				1	1	1			3	\$1,800.00	\$5,400.00	WJLA Arlington (WJLA)		10/18/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10:58A- ABC--THE VIEW		1							1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/18/12
17.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON			1	1	1	1			4	\$2,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/18/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1							1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/18/12

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CPE

EST 1248 10/30-11/5

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

EST 1248 10/30-11/5

Date Entered 10/18/12

Last Modified 10/18/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$40,140.00

Net Total \$227,460.00

Sales Tax

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Nov. 2012	110	\$267,600.00
Grand Total:	110	\$267,600.00

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19.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)			1	1	1	1			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		10/18/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/18/12
21.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	12:57P- ABC--THE CHEW			1	1	1	1			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		10/18/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12:57P- ABC--THE CHEW		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/18/12
23.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	2P- ABC--GENERAL HOSPITAL			1	1	1	1			4	\$1,800.00	\$7,200.00	WJLA Arlington (WJLA)		10/18/12
24.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	2P- ABC--GENERAL HOSPITAL		1							1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/18/12
25.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	3:58P- KATIE COURIC			1	1	1	1			4	\$1,800.00	\$7,200.00	WJLA Arlington (WJLA)		10/18/12
26.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	3:58P- KATIE COURIC		1							1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/18/12
27.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P			1	1	1	1			4	\$1,900.00	\$7,600.00	WJLA Arlington (WJLA)		10/18/12
28.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1							1	\$1,900.00	\$1,900.00	WJLA Arlington (WJLA)		10/18/12
29.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P			1	1	1	1			4	\$2,800.00	\$11,200.00	WJLA Arlington (WJLA)		10/18/12

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Account Types

Standard

Billing Type

EST 1248 10/30-11/5

Comments

EST 1248 10/30-11/5

Date Entered 10/18/12

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CO-OP No

Headline

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Demo

Normal

Order Type

Normal

Package Deal

15.00

Commission %

\$40,140.00

Commission

\$227,460.00

Net Total

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Nov. 2012 110 \$267,600.00

Grand Total: 110 \$267,600.00

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30.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1							1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		10/18/12
31.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	6:57P- 7P (EST)			1	1	1	1			4	\$8,000.00	\$32,000.00	WJLA Arlington (WJLA)	WORLD NEWS ADJ	10/18/12
32.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	6:57P- 7P (EST)	1	1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)	WORLD NEWS ADJ	10/18/12
33.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/18/12
34.0	Normal Line / SPOT	10/30/12-10/31/12	3	:30	6:58P- WHEEL OF FORTUNE			1	1					2	\$7,000.00	\$14,000.00	WJLA Arlington (WJLA)		10/18/12
35.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	6:58P- WHEEL OF FORTUNE					1				1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/18/12
36.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58P- WHEEL OF FORTUNE	1	1							1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/18/12
37.0	Normal Line / SPOT	10/30/12-10/31/12	2	:30	7:27P- JEOPARDY			1	1					2	\$7,000.00	\$14,000.00	WJLA Arlington (WJLA)		10/18/12
38.0	Normal Line / SPOT	11/02/12-11/02/12	2	:30	7:27P- JEOPARDY					1				1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/18/12
39.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	7:27P- JEOPARDY	1	1							1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/18/12
40.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/18/12
41.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	7:29P- JEOPARDY WEEKEND							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/18/12

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42.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	20938- NEWS-ABC 7 NEWS @ 11P			1	1	1	1			4	\$4,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/18/12
43.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	20938- NEWS-ABC 7 NEWS @ 11P		1							1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/18/12
44.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	49886- ABC--ABC NIGHTLINE			1	1	1	1			4	\$3,000.00	\$12,000.00	WJLA Arlington (WJLA)		10/18/12
45.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	49886- ABC--ABC NIGHTLINE		1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/18/12
46.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11:29P- NEWS-ABC 7 NEWS @ 11P							1		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/18/12
47.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/18/12

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